



**ARRIVE
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Battle of the Belt

Resource Kit: Fall 2006

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*Missouri Coalition
for Roadway Safety*



**AMERICAN FAMILY
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Battle of the Belt

Resource Kit Fall 2006

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*Sponsored by the Missouri Coalition for Roadway Safety
and American Family Insurance*



Battle of the Belt

Program Summary

Introduction:

The Missouri Coalition for Roadway Safety, in conjunction with American Family Insurance, presents *Battle of the Belt*, a safety belt competition between Missouri high schools. The schools compete to increase safety belt usage among students, thereby saving lives. An observational safety belt survey will be conducted before and after the educational blitz to determine the change in safety belt usage among the students.

Teens are an important target audience as shown in a recent study conducted by the Missouri Department of Transportation in conjunction with the Missouri Safety Center. Only 56 percent of Missouri teenagers wear safety belts. Young drivers comprise 11 percent of the licensed drivers and are involved in 29 percent of the traffic crashes in the state. In the past three years, nearly 600 young people died in Missouri traffic crashes, and 78 percent were not buckled.

Objective:

The *Battle of the Belt* program's main goal is to reduce the number of motor vehicle related injuries and fatalities among Missouri high school students by increasing safety belt use in Missouri.

Staffing:

One person in each school should serve as the main contact for correspondence and information. Each school will determine the numbers of students and teachers necessary for this challenge. An estimate is 5-6 students minimum, with at least one teacher supervising.

Student Participation:

One club or student group should claim the project and implement as many activities as they feel necessary to achieve successful safety belt use. The education blitz will be the responsibility of the students and the adult staff. Students in this group will decide what education might work best for their peers, based on the resource list provided. Education can be done through driver's education classes, student council, clubs, announcements, newspapers, posters, contests, etc.



Battle of the Belt

2006 Calendar

- Oct. 2-6** First safety belt check should take place the first week in October.
- Oct. 2 – Nov. 15** Education blitz must take place between Oct. 2 and Nov. 15.
- Nov. 30** Last safety belt check should be completed and all paperwork must be turned in by Nov. 30.
- Jan. 2007** Regional and statewide winners will be announced.

Deadline

All paperwork must be turned in by **5 p.m. on Nov. 30, 2006**. You must meet the deadline to be eligible for the award money. No exceptions!

Submit ALL paperwork to your regional contact:

Lori Marble

Community Relations Manager

Missouri Department of Transportation – District 7

P.O. Box 1445

Joplin MO 64802

Phone: (417) 629-3329

Fax: (417) 629-3393

Office: (800) 654-5428

Email: Lori.Marble@modot.mo.gov

Web: <http://www.modot.org/southwest/>



Battle of the Belt

Awards – prizes contributed by American Family Insurance

State

\$500 to the school with the highest overall safety belt use rate

\$500 to the school with the most improved safety belt use rate

Regional

\$250 to the school in each region with the highest overall safety belt use rate

\$250 to the school in each region with the most improved safety belt use rate

Prizewinners are encouraged to use the prize money to further traffic safety efforts in your schools or communities. Some great examples of such programs are:

- Project Graduation/Project Prom
- Team Spirit Training
- Every 15 Minutes and/or DWI Docudrama
- Ghost Out
- Alcohol/drug-free clubs or activities
- Traffic Safety Trivia Week
- Think First Speaker Program
- Quick Click Buckle Challenge

Contact Information:

For information about traffic safety programs, please contact the Missouri Department of Transportation's Highway Safety Division at 800-800-BELT.



Battle of the Belt

Mandatory Participation Requirements

October-November 2006

1. **Complete and submit agreement form found on page 11.**
2. **Unannounced Safety Belt Checks** - Battle of the Belt is designed to increase awareness and use of safety belts among high-school students. The challenge involves two **UNANNOUNCED** observations of the student body's safety belt use. (see pages 12 and 13)
 - The first safety belt check should be done at the start of the campaign before any educational efforts. The second check should take place after all educational efforts are finished. The results of the observations will be an indicator of the effectiveness of the Battle of the Belt challenge. These safety belt checks are mandatory and must be completed by the school. **The checks should not include faculty or parents.** If it is determined the safety belt check was announced to the students beforehand, it could disqualify your school from participating. The final safety belt check must be complete so you can turn in your paperwork by **Nov. 30, 2006 at 5 p.m.**
3. **Inclement weather** - **Do not conduct safety belt checks in the rain!** It is dangerous for both the students and drivers because the vision of both the drivers and the checkers is impaired. Therefore, we suggest you plan your belt checks for early in the week and make a backup plan for later in the week in case of bad weather.
4. **Education campaign** - Each school should implement an awareness campaign to increase the use of safety belts in their schools. This campaign may include the use of any of the resources listed in the campaign kit or resources and activities created and produced by the school. The activities do not have to be inside the school building and may include activities at school functions held elsewhere. **The education campaign should begin the week of Oct. 1, 2006.** (See calendar on page 3.) Each school is required to submit a campaign outline detailing resources and activities used during the campaign. **Outlines must be submitted by Nov. 30, 2006 at 5 p.m.**



Battle of the Belt

Campaign **Example**

Program activities

Dates of Activities

Unannounced safety belt checks

Oct. 2-6

Pledge cards

PTSA parents gave students “kisses” (candy kisses) for signing a safety belt pledge card.

Oct. 10

Fliers

The _____ club placed fliers on the windshield of every car in the parking lot.

Oct. 12

Posters

_____ club made and hung posters reminding students to “Buckle Up.” Posters provided by _____ were also hung around the school.

Oct. 17

The Road Challenge

A computer with the road challenge software was used by students at all lunches. They could win prizes based on the level of score.

Oct. 23-27

Speakers

Speaker _____ spoke at our school assembly.

Oct. 31

Safety belt convincers

The local Highway Patrol troop brought a safety belt convincer to a school assembly.

Oct. 31

Demonstrations

Car-cutting demonstration/presentation by the local fire department.

Nov. 8

Morning and afternoon announcements

Daily reminders were given to the students via announcements.

Nov. 1-20

Unannounced Safety Belt Check

We gave Lifesaver candy to students who were buckled up and Dum Dum suckers to students who weren't wearing their safety belts.

Nov. 20



Battle of the Belt

Campaign Outline Plan

(List of proposed program activities)

Get started planning right away! Schedule your events as soon as possible.

Please list all resources and activities you plan to use in your campaign. List all speakers, morning announcements, presentations, contests, community outreach, posters displayed, etc. Please include the proposed dates. If additional space is needed, please attach a separate sheet. Remember: You are not judged on your educational campaign, but on the number of students who actually buckle up.

Program activities

Dates of Activities

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____
15. _____	_____

Submit paperwork before Oct. 1 to your regional contact listed on page 3.



Battle of the Belt

Campaign Outline

(List of program activities actually implemented.)

Please list all resources and activities used in your campaign. List all speakers, morning announcements, presentations, contests, community outreach, posters displayed, etc. Please include the date(s) the activities took place. If additional space is needed, please attach a separate sheet. **Remember, you are not judged on your educational campaign, but on the number of students who actually buckle up.**

Program activities

Dates of Activities

1. _____	_____
2. _____	_____
3. _____	_____
4. _____	_____
5. _____	_____
5. _____	_____
6. _____	_____
7. _____	_____
8. _____	_____
9. _____	_____
10. _____	_____
11. _____	_____
12. _____	_____
13. _____	_____
14. _____	_____

Submit paperwork before Oct. 1 to your regional contact listed on page 3.



Battle of the Belt

Resources

Following is a list of possible resources for your education campaign. You are responsible for contacting and scheduling all speakers and presentations at your school.

Missouri Safety Council

611 E. Capitol, Suite 3
Jefferson City, MO 65101
Phone: (573) 636-8167
Fax: (573) 636-2278
Email: mosafety@mchsi.com

Safety & Health Council of Western Missouri & Kansas

5829 Troost Avenue
Kansas City, Missouri 64110
Phone: (816) 842-5223
FAX: (816) 842-6226
E-Mail: mokansafety@sbcglobal.net

Safety Council of the Ozarks

1111 South Glenstone
Springfield, Missouri 65804
Phone: (417) 869-2121 or (800) 334-1349
FAX: (417) 869-2133
E-Mail: dbiggs@nscozarks.org

Team Spirit Leadership Training

Highway Safety
P.O. Box 270
Jefferson City, MO 65102
Phone: (800) 800-2358 or (573) 751-4161
Fax: (573) 634-5977
Email: sonia.cox@modot.mo.gov

Think First Ozarks

Mike Dawson, EMT-P
Director
Cox Health EMS
1423 N. Jefferson
Springfield, MO 65802
Phone: (417) 269-3984
Fax: (417) 269-3003
Email: michael.dawson@coxhealth.com

Think First Joplin

Tony Mitchell, RN, CCRN
Susan Garrison, RN, BSN
Co-Directors
St. John's Regional Medical Center
2727 McClelland Boulevard
Joplin, MO 64801
Phone: (417) 625-2303
Fax: (417) 625-2902
Email: tmitchel@stj.com
Email: srgarris@stj.com

Missouri Youth Adult Alliance (MYAA)

Alicia Ozenberger
Project Director
428 E. Capitol Avenue
Jefferson City, MO 65101
Phone: (573) 635-6669
Email: aozenberger@actmissouri.org

Traffic Safety Alliance of the Ozarks

Lori Minor
840 Boonville
Springfield, MO 65802
Phone: (417) 864-2037
Fax: (417) 864-1713
Email: lminor@ci.springfield.mo.us

MSHP Public Information Officers**Troop A**

Sgt. Dan Green
504 S.E. Blue Parkway (PO Box 158)
Lee's Summit, MO 64063
Phone: (816) 622-0800 or 816-524-1407

Troop D

Sgt. Kent Casey
4284 S. Grand Avenue
Carthage, MO 64836
Phone: (417) 359-1500 or 417-895-6868

Missouri Department of Transportation (Southwest District)

Lori Marble
Community Relations Manager
P.O. Box 1445
Joplin MO 64802
Phone: (417) 629-3329
Fax: (417) 629-3393
Office: (800) 654-5428
Email: Lori.Marble@modot.mo.gov
Web: <http://www.modot.org/southwest/>



Battle of the Belt

School Participation Agreement

School name

Please provide the following information (please print)

Contact Person and position

School mailing address

Phone

Fax

e-mail address

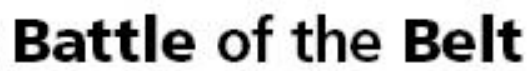
My school will provide a group of students to assist in the program. My school will complete the mandatory education campaign. By signing this agreement, the school agrees to participate fully in the Battle of the Belt Challenge.

Principal's name (please print)

Principal's signature

Date

Submit paperwork before Oct. 1 to your regional contact listed on page 3.



2006

12



Battle of the Belt

Safety Belt Check Instructions

1. A pairing of students should stand at the entrance or exit of each school parking lot.
2. Record findings on safety belt survey form found on page 13.
3. Mark N if students do not have their safety belt on, are in the process of putting their safety belt on or are incorrectly wearing their safety belt.
Note: do not include parents or faculty in the check.
4. Mark Y if students have their safety belt correctly in place.
5. Add up the number of **Yes** and **No** students.
6. Repeat this process at the end of your campaign to see how much your school has improved! Remember to poll the same number of passengers for both surveys.

You may make copies of page 12 for use in your Safety Belt Checks.